

What is claimed is:

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1. A computer-implemented method for listing an independent seller's good for sale using a CPU, a memory operatively connected to the CPU and a program stored in the memory and executable by the CPU for presenting the good for sale on a website, the method comprising the steps of:

(a) receiving from a seller information identifying a good, the information comprising a series of tones generated by depression of keys of a telephone; and

(b) presenting the good for sale on a website.

2. The method of claim 2, wherein the series of tones navigates through a voice-prompt system.

3. The method of claim 1, wherein the telephone is a touch tone telephone and wherein the series of tones comprises tones generated by depressing the telephone's keys in a sequence corresponding to an alphanumeric sequence of a standard identification code.

4. The method of claim 3, wherein the standard identification code is a universal product code.

5. The method of claim 3, wherein the standard identification code is an international standard book number.

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6. The method of claim 1, further comprising the step of:

(c) retrieving information relating to the good from a database;

wherein the information retrieved in step (c) is used to present the good for sale in step (b).

7. The method of claim 6, wherein step (b) is performed in real time.

8. The method of claim 1, wherein the information identifying the good identifies a characteristic of the good in addition to an identity of the good.

9. The method of claim 6, further comprising the steps of:

- (d) determining a recommended sale price for the good;
- (e) providing the recommended sale price to the seller; and
- (f) receiving from the seller a selected sale price.

10. The method of claim 6, further comprising the steps of:

- (g) determining a recommended sale price for the good;
- (h) providing the recommended sale price to the seller; and
- (i) receiving from the seller a confirmation of the seller's acceptance of the

recommended sale price and using the recommended sale price as the selected sale price.

11. The method of claim 1, further comprising the step of:

- (j) receiving a seller identification code which is recognizable in association with the seller.

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cont

12. The method of claim 11, wherein the seller identification code received in step (j) comprises tones generated by depressing the telephone's keys in a sequence corresponding to an alphanumeric sequence associated with the seller.

5 13. The method of claim 11, wherein the seller identification code is a telephone number of the telephone from which the seller is calling, and wherein step (g) comprises recognizing the telephone's telephone number by a caller identification technique.

14. A marketer controller for receiving from a seller information relating to a seller's good and for listing the good for sale on a website, the marketer controller comprising:

- 10 a central processing unit;
- a memory operatively connected to said central processing unit;
- a first program stored in said memory and executable by said central processing unit for receiving via a telephone information relating to a seller's good;
- 15 a second program stored in said memory and executable by said central processing unit for storing electronic data relating to a seller's good; and
- a third program stored in said memory and executable by said central processing unit for presenting the seller's good for sale on a website.

15 15. The marketer controller of claim 14, wherein the information received by said first program comprises a series of tones generated by depression of keys of a telephone.

16. The marketer controller of claim 14, further comprising a fourth program stored in said memory and executable by said central processing unit for recognizing speech, wherein the information received by said first program comprises a voice signal of the seller.

17. The marketer controller of claim 14, further comprising a fifth program stored in said memory and executable by said central processing unit for retrieving information relating to the good from a database, the information being used by said third program to present the seller's good for sale on the website.

18. A method for listing a seller's good for sale on a website, the method comprising the steps of:

- (a) receiving from a seller information identifying a good, the information being transmitted via a telephone;
- (b) retrieving from a database information relating to the good; and
- (c) presenting the good for sale on a website using the information retrieved in step (b).

19. The method of claim 18, wherein the information transmitted in step (a) comprises a voice signal.

20. The method of claim 18, wherein the information transmitted in step (a) comprises a series of tones generated by depression of keys of a touch tone telephone.